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Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 AGRE-00 CIAE-00 EB-08 INR-07
LAB-04 NSAE-00 SP-02 STR-07 TRSE-00 FRB-01 OMB-01
L-03 NSC-05 SS-15 DODE-00 PA-02 USIA-15 PRS-01
/084 W
----------115036 011344Z /47
P R 011327Z FEB 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC PRIORITY 5091
INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG
AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE

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E.O. 11652: N/A
TAGS: BEXP FR
SUBJECT: FY 1978 CCP FIRST QUARTER REPORT

1. THE COUNTRY COMMERCIAL ACTION GROUP REPORT ON FY 78 CCP FIRST QUARTER RESULTS FOLLOW. OUR COMMENTS ARE LIMITED TO MAJOR DEVELOPMENTS OR SIGNIFICANT VARIATIONS FROM TARGET GOALS. HOWEVER THE TRADE OPPORTUNITY COUNT IS GIVEN FOR EACH CAMPAIGN.

2. CAMPAIGN OBJECTIVES HAVE BEEN GENERALLY FULFILLED, BUT HAVE BEEN INFLUENCED BY THE ECONOMIC SLOWDOWN AND THE "WAIT AND SEE" ATTITUDE OF FRENCH BUSINESSMEN PENDING THE RESULTS OF THE MARCH 1978 ELECTION. WITH INCREASING FOCUS ON PROTECTIONIST PRESSURES IN THE US & FRANCE, COMAFF HAS DEVOTED AN INCREASING AMOUNT
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OF TIME TO TRADE POLICY MATTERS (STEEL, SHOES, TEXTILES). DURING THE QUARTER MANY COMAFF EMPLOYEES WERE DETAILED FULL OR PART TIME (FOR UP TO THREE WEEKS) IN PREPARATIONS FOR PRESIDENT CARTER'S VISIT TO FRANCE JANUARY 4-6, 1978. IN ADDITION, TWO EMPLOYEES WERE ON MATERNITY LEAVE FOR MOST OF THE QUARTER. THUS, WE WERE UNDERSTAFFED A GOOD PORTION OF THE TIME.

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3. CAMPAIGN NO. 1: MINICOMPUTERS AND RELATED ACTIVITIES.
8 TO'S WERE SUBMITTED VERSUS 15 TARGETED. TWO MASS MAILINGS WERE MADE: ONE TO 150 SELECTED POTENTIAL AGENTS IN FRANCE AND ANOTHER BASED ON FTI AGENTS AND END USERS. INCLUDED IN THE SECOND WAS THE FOREIGN BUYER PROGRAM LIST OF US BUSINESSMEN AT THE NATIONAL COMPUTER CONFERENCE IN DALLAS IN JUNE 1977 INTERESTED IN INTERNATIONAL TRADE CONTACTS. ONE RECIPIENT TOLD US HE HAD WRITTEN TO SIX U.S. FIRMS ON THE LIST. COMAFF AND U.S. TRAVEL SERVICE ARE SUPPORTING GROUP TRAVEL TO THE NATIONAL COMPUTER CONFERENCE AT ANAHEIM, JUNE 5-8, 1978. THE COOPERATING FRENCH TRAVEL AGENCY WILL MAIL 5 000 COPIES NCC BULLETIN NO. 1 OBTAINED BY COMAFF FROM THE SPONSORING U.S. ORGANIZATION. THE BRA FOR GLOBAL MARKET RESEARCH HAS NOT BEEN RECEIVED FROM USDOC.

4. CAMPAIGN NO. 2. ELECTRONIC INDUSTRIES PRODUCTION AND TEST EQUIPMENT (EIPT)
ONLY 2 TO'S SUBMITTED VERSUS TARGET OF 25, DESPITE TWO CAREFULLY FOCUSED MAILINGS. THE LOW LEVEL OF TO'S PROCESSED CONTRASTS WITH THE RESULTS OF THE EITP EXHIBITION AT THE USTC, NOVEMBER 14-17, 1977 WHICH WAS CONSIDERED AN OUTSTANDING SUCCESS. HOWEVER, MOST OF UNCLASSIFIED

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THE EXHIBITS AT THE EIPT SHOW FEATURED MEASURING EQUIPMENT. AS NOTED BELOW THE OSPE NO. 1, LABORATORY INSTRUMENTATION, IS DOING WELL. THUS, A NUMBER OF INSTRUMENTS APPLICABLE TO EIPT HAVE SHOWN UP IN THE TO TOTALS FOR OSPE NO. 1. AS FAR AS PRODUCTION EQUIPMENT PER SE IS CONCERNED, IT COULD APPEAR THAT THE LOW TO COUNT REFLECTS THE STAGNATION IN FRENCH INVESTMENT. IF THIS IS THE CASE, A BIO AT SALON COMPOSANTS IN APRIL (AFTER THE ELECTIONS) COULD REAP A GOOD TO HARVEST.

5. CAMPAIGN NO. 3. PROCESS CONTROL INSTRUMENTATION. TRADE OPPORTUNITIES 8 (TARGET 10). A UNIVERSE MAILING WAS COMPLETED IN NOVEMBER AND PROMOTIONAL LITERATURE HAS BEEN MAILED BY CONSTITUENT POSTS AS WELL. SOME OF THE OPPORTUNITIES GENERATED BY THE MAILING FELL IN OTHER CATEGORIES SUCH AS LABORATORY INSTRUMENTATION.

6. CAMPAIGN NO. 4. POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION. TWO LICENSING OPPORTUNITIES AND 6 TO'S WERE GENERATED THUS EXCEEDING THE TARGET.

7. CAMPAIGN NO. 5. CONSUMER GOODS. FORTY TO'S WERE

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SUBMITTED (NO TARGET HAD BEEN SET). ACTIONS RELATING
TO IMPORT SENSITIVE INDUSTRIES IN FRANCE AND THE USA
TOOK AN INCREASING AMOUNT OF TIME WITH A CONSEQUENT

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REDUCTION IN TRADE PROMOTION ACTIVITIES. A MARKET
STUDY OF FOOT WEAR IN FRANCE (20 PAGES OF TEXT PLUS
20 ENCLOSURES OF STATISTICAL DATA) WAS SUBMITTED IN
RESPONSE TO A USDOC REQUEST. THIS REPRESENTED 4 TO
5 WEEKS FULL TIME WORK OF ONE OF THE TWO PROFESSIONALS
IN THE CONSUMER GOODS UNIT. WE CONTINUED TO REPORT ON
FRENCH IMPOSED LIMITATIONS ON TEXTILE IMPORTS AND TO
ASSIST FRENCH IMPORTERS OF THESE PRODUCTS FROM THE USA.
A WIDE VARIETY OF PROMOTION ACTIVITIES WERE CONDUCTED
INCLUDING VISITS TO AND REPORTS ON FRENCH TRADE SHOWS,
SUPPORT FOR THE US HOUSEWARES UNIVERSAL SHOWCASE
(A VTR PRESENTATION) AT THE TRADE CENTER OCT. 5-7 1977,
AND SUPPORT TO FOREIGN BUYERS PROGRAMS (THE NATIONAL
SPORTING GOODS ASSOCIATION SHOW IN HOUSTON JANUARY 26-29

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1978 AND THE NOVEMBER 1977 AUTOMOTIVE PARTS AND
ACCESSORIES ASSOCIATION SHOW IN CHICAGO.

8. CAMPAIGN NO. 6 - TRAVEL TO USA. THE OBJECTIVES OF
THIS CAMPAIGN ARE BEING MET BY CONTACT WITH USTS
AND SUPPORT BY COMAFF IN ENCOURAGING GROUP AND
INDIVIDUAL TRAVEL TO US TRADE FAIRS.

9. OSPE NO. 1 -
THE BIO MOUNTED AT THE SALON DU LABORATOIRE NOVEMBER 29
TO DECEMBER 4 WAS AN OVERWHELMING SUCCESS.THE VSMF
WAS FEATURED AND 350 BUSINESS CONTACTS WERE MADE. ON
THE BASIS OF THE SUCCESS OF THIS AND OTHER BIO'S AS
MEANS OF CONTACTING BUSINESSMEN, A COST-BENEFIT ANALYSIS
WAS UNDERTAKEN. WE CONCLUDED BY RECOMMENDING THAT FUNDS
BE ALLOTTED ON AN ANNUAL BASIS FOR BIO'S IN FRANCE.
(SEE PARIS A-08 OF JANUARY 13, 1978).

10. OSPE NO. 5 - METALWORKING AND FINISHING EQUIPMENT:
THE BRA FOR A GLOBAL MARKET SURVEY WAS NOT RECEIVED
FROM USDOC.

11. ACTIVITY NO. 10 - INVESTMENT PROTECTION AND
FACILITATION. AN UNCLASSIFIED STATEMENT ON FRANCE'S
INVESTMENT CLIMATE WAS PREPARED (SEE PARIS 34698)

12. ACTIVITY NO. 11 - FOOD PROCESSING AND PACKAGING
EQUIPMENT.
THE BRA FOR A GLOBAL MARKET SURVEY WAS NOT RECEIVED
FROM USDOC.
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